

Cheryl Cran

Leadership and Change Expert



Cheryl Cran helps leaders and their teams to build future workplaces, today. Recognized as the #1 Future of Work influencer by Onalytica, Cheryl's research into the future of work, technology, innovation, and generational impact driven by her "people first" philosophy, provides data and strategies to help drive business transformation. For more than two decades, thousands of her clients have benefited from her expertise resulting in growth, evolution, and success.

Currently the founder of NextMapping and CEO of parent company Synthesis at Work Inc., Cheryl's background is senior leadership in the corporate finance and insurance industries. After ten successful years, she was head-hunted by a national financial insurance company to head up their regional portfolio, where she helped to increase market share by more than 30% in just two years. NextMapping was developed as a proprietary business solution brand to encompass all of Cheryl's work and research on the future of work, leadership, and navigating change in the workplace. Her clients have included AT&T, Bell Mobility, Omnitel, Gartner, British Telecom, Manulife, and mid-sized companies and entrepreneurs in technology, health, agriculture, finance, insurance, and more.

Cheryl is the author of seven books and her work has been featured in publications such as the *Huffington Post*, *Entrepreneur*, *Forbes*, and more.

In 2014, Cheryl was awarded the Global Consultant of the Year award in Shanghai at the TMI World Partners meeting, and in 2012 she was inducted into the Canadian Speaker Hall of Fame.